

ORDER

KSNV

Orders
Order / Rev: 105643
Alt Order #: 06843574
Product Desc: RESTORE OUR FUTURE
Estimate: 548
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/17/12 / 08/31/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Restore Our Future - *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	98	\$90,900.00	\$77,265.00
08/27/12	08/27/12	18	\$15,775.00	\$13,408.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	98	\$90,900.00	\$77,265.00	0.00
September 2012	18	\$15,775.00	\$13,408.75	0.00
Totals	116	\$106,675.00	\$90,673.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$106,675.00
Market	100%	\$333,359.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$120,009.38
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	14%	\$46,670.31
KTUD	0%	\$0.00
KVVU	10%	\$33,335.94
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$26,668.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/24/12	M-F 6-7a WakeUp w/WagM		6-7a	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				M-F 6-7a WakeUp w/Wagners											

WAKE UP

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/24/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$1,000.00		0.00						
E 2	KSNV	08/21/12	08/24/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,500.00	1	0.00	NM	8	\$12,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,500.00		0.00						
E 3	KSNV	08/21/12	08/24/12	M-F Today Show II 3rd H@M M-F Today Show II		9-10a	-TWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$900.00		0.00						
E 4	KSNV	08/21/12	08/24/12	M-F Today Show III 4th H@M Today 4th Hour		10am-11am	-TWTF--	:30	8	\$450.00	1	0.00	NM	7	\$3,150.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
5	KSNV	08/20/12-08/26/12		M-F Today Show III 4th Hr	10am-11am		-TWThF----	:30	(\$450.00)		0.00	NM			
Credited [credit]															
E 5	KSNV	08/21/12	08/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	-TWTF--	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	6		\$325.00		0.00						
E 6	KSNV	08/21/12	08/24/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$425.00		0.00						
E 7	KSNV	08/21/12	08/24/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$700.00		0.00						
E 8	KSNV	08/21/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	8	\$1,200.00	1	0.00	NM	8	\$9,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,200.00		0.00						
E 9	KSNV	08/21/12	08/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-TWTF--	:30	8	\$1,300.00	1	0.00	NM	8	\$10,400.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,300.00		0.00						
E 10	KSNV	08/21/12	08/24/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston		730-758pm	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$1,000.00		0.00						
E 11	KSNV	08/21/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	8	\$1,100.00	1	0.00	NM	8	\$8,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,100.00		0.00						
E 12	KSNV	08/21/12	08/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$750.00	1	0.00	NM	8	\$6,000.00

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E 24	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$1,100.00		0.00				
E 25	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	2	\$400.00	1	0.00	NM	2	\$800.00
SPORTS/VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			2		\$400.00		0.00				
E 26	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$1,000.00		0.00				
E 27	KSNV	08/27/12	08/27/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$1,500.00		0.00				
E 28	KSNV	08/27/12	08/27/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$900.00		0.00				
E 29	KSNV	08/27/12	08/27/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	M-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$450.00		0.00				
E 30	KSNV	08/27/12	08/27/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$325.00		0.00				
E 31	KSNV	08/27/12	08/27/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$425.00		0.00				
E 32	KSNV	08/27/12	08/27/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$700.00		0.00				
E 33	KSNV	08/27/12	08/27/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$1,200.00		0.00				
E 34	KSNV	08/27/12	08/27/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$1,300.00		0.00				
E 35	KSNV	08/27/12	08/27/12	Face to Face w/ Raiston Face to Face w/ J.Raiston	CM	730-758pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$1,000.00		0.00				
E 36	KSNV	08/27/12	08/27/12		CM	11pm-1135pm	M-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			2		\$1,100.00			0.00			
E 37	KSNV	08/27/12	08/27/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
				Tonight Show											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			2		\$750.00			0.00			
													Totals	116	\$106,675.00